



Winter sports at Wisconsin University

IN THE NORTH, FINE WOOLENS:

IN THE SOUTH, GAY SILKS:

- everywhere -
salespeople say:

“You'll have no trouble washing these, *if...*”

While Northern shops are selling bright-hued woolen stockings, soft homespun scarfs and fuzzy caps and gloves for winter sports, the Southern shops display the cheerful silks of summer.

But though temperatures may be 60 degrees apart, North and South agree: colors must be gay and fabrics must be fine—and both fabrics and colors need one special kind of care.

When salespeople in the nicest stores everywhere both North and South were asked about washing these charming things, they said: “Of course, you can wash them beautifully — if you use ‘Ivory.’”

They quoted tests made in their own shops, experiences of customers, advice from the manufacturers—with one conclusion: “Ivory is the best and safest to use...”

“For all fine garments, Ivory is extra-safe,” said the salespeople in the smart Northern shops. In fact, the great majority of the salespeople interviewed in Boston, New York, Philadelphia, Pittsburgh, Chicago, Syracuse and other Northern cities, advised *only* Ivory for delicate silks and woolens.

“In the Southern cities of Atlanta, New Orleans, Memphis, Richmond, Dallas, Louis-

ville, Baltimore, salespeople recommended Ivory without reservation. Indeed, by far the greatest number of salespeople advised Ivory *exclusively* for all kinds of fine silks.

Washing methods are important, of course — “water should always be lukewarm, silks should be handled quickly, woolens washed and rinsed in the same temperature. But first of all, the soap should be Ivory.” This was the advice from shops everywhere. “Ivory is pure. You use it on your face, so you know it is extra-safe for fine things,” said the salespeople.

Of course, millions of women have discovered this for themselves. They guard the beauty and bloom of their complexions with Ivory and they use Ivory to protect their treasures of silk and wool and rayon and chiffon — because—whatever is safe in pure water alone is safe in Ivory.

PROCTER & GAMBLE

FREE! A little book, “Thistledown Treasures— their selection and care,” answers such questions as: Can it be washed? Will it shrink? Will it fade? How can I whiten yellowed silk and wool? How can I cleanse sweaters, georgettes, etc.? It is yours free if you will send a post card to Winifred S. Carter, Dept. 56-B17, Box 1801, Cincinnati, Ohio.

North

“You can wash any of these woolen stockings well if you use Ivory Soap or Ivory Flakes. They are pure. I know this from my own experience and also from what customers say.”
—NEW YORK DEPARTMENT STORE

South

“For fine silks, use Ivory by all means. Ivory is so pure and safe that department heads in his shop have always impressed upon the salespeople that it should be recommended above any other soap for washing silks.”
—NEW ORLEANS SHOP



Mardi Gras Festivities at New Orleans

99 4/100 % PURE-IVORY IS KIND
TO EVERYTHING IT TOUCHES



© 1919, P. & G. Co.

IVORY SOAP